

# EMPLOYMENT OPPORTUNITY

## Director of Public Relations

*This position is open until filled.*

*Application review will begin on June 30, 2006.*

### **Washington Higher Education Coordinating Board**

The Higher Education Coordinating Board (HECB) is a 10-member citizen board that makes recommendations to the Legislature and Governor on higher education policy and administers all of the state's student financial assistance programs. The board assesses the higher education needs of Washington citizenry and recommends enrollment and other policies to meet those needs. The board is charged by state law with representing the "broad public interest above the interests of individual colleges and universities." The HECB reviews the operating and capital budget requests of the state's public colleges and universities and recommends budget priorities to the Governor and Legislature. The board also approves new degree programs offered by the public four-year institutions of higher education and administers other postsecondary programs that serve the public.

### **About the Communications Division**

The communications division is responsible for planning, coordinating and executing broadly distributed printed materials, web content, public meetings and public appearances on behalf of the Higher Education Coordinating Board. The division's activities are designed to support the Higher Education Coordinating Board's advocacy for a strong statewide system of higher education that expands opportunities for student learning. The division is responsible for development and implementation of HECB messages focused on issues of primary importance to a variety of audiences; publication of agency reports, board meeting materials, and web site content; and development and improvement of agency processes and tools that ensure consistency and high quality in agency products. The division's staff assist members of a variety of program- or policy-related work groups to identify the distribution and emphasize the key message of the group's product.

### **General Position Description**

The director of public relations is responsible for developing and executing the goals for the board's printed materials, web site content and public meetings, in collaboration with the HECB leadership team. The director of public relations supervises the communications director and communications specialist. Other major duties include editing agency publications and preparation of presentations and background material for the board's public meetings. Communication about financial aid programs and issues is also an important element of this position. In performing these duties, occasional statewide travel will be required.

## **Major Responsibilities**

### Supervision

- Supervise the communications director and communications specialist positions
- Oversee updates to agency web site; HECB manual of styles, standards and practices; agency participation in the governor's plain talk initiative; and media relations and public information efforts
- Continually assess employees' performance, recognizing good performance and intervening appropriately when performance is not acceptable
- Conduct timely and meaningful evaluations of employees; participate in employee development by mentoring staff and developing employee training plans
- Provide backup support to communications director; responding to media requests and writing agency documents as needed
- Provide backup to communications director for targeted communications for the executive director, including speechwriting, producing executive director's report for board meetings, op-eds as requested by the director, and editorial boards and other media outreach

### Executive Management Team

- Serve as a member of the executive management team
- Communicate relevant and timely information from EMT meetings to communications staff
- Represent the needs of the communications unit within the EMT
- Incorporate agency policies and practices into management and process of the communications division
- Serve as a sounding board for policy discussions at EMT, especially representing the viewpoint of how proposed policies can or should be communicated
- Participate in annual management planning retreat
- Serve as agency liaison with student groups

### Statewide Strategic Master Plan for Higher Education

- Primary author of periodic updates of the master plan
- Coordinate communications outreach for master plan
- Serve on master plan development teams, as assigned
- Serve as lead for master plan development public hearings
- Edit, review and compile the work of master plan development teams into a variety of documents and formats, including the *Statewide Strategic Master Plan for Higher Education*, correspondence, brochures, presentations and periodic updates

### Agency Communications Strategy

- Develop goals for the board's printed materials, web site content and public meetings. Align these communications goals with the goals of the board's *Statewide Strategic Master Plan for Higher Education*
- Identify audiences of the board's print materials, web content and public meetings
- Identify the primary message for each audience

- Work with members of the Executive Management teams to ensure the primary message for each audience is included in all broadly distributed print materials, web content and public meetings

#### HECB Publication Management

- Write, edit and manage production of agency publications, including program-related brochures, agency reports, and materials for presentation at board meetings
- Edit agency documents, including media advisories, board materials, issue briefs, and op-eds
- Edit regular agency publications (reports, brochures, newsletters, handbooks)
- Work with other agency staff to write and edit materials for board meetings. Coordinate board packet process with executive office staff – including executive director, deputy director, and executive assistant
- Serve as a resource for staff who are developing publications, studies and reports; specifically, help to define the audience, develop outline or structure of the document, and define process and timeframe, prior to the first draft. (May be accomplished by participating in project plan meetings.)
- Assist with design and editing of PowerPoint presentations for board meetings and other public meetings

#### Agency Web Site

- Oversee design and content of the agency web site, especially interior pages
- Coordinate with the communications director, who has primary responsibility for the home page of the agency web site
- Write copy for new pages on agency web site, and work with communications specialist to update existing pages and post items

### **Minimum Qualifications**

#### Education and Experience

- A bachelor's degree.
- Five years of work experience in public affairs, higher education or government communications or a closely related profession.
- Supervisory experience.

#### Skills, Knowledge and Abilities

- Excellent written and verbal communications skills, including the ability to summarize complex issues quickly and concisely;
- Proficiency with Microsoft Word, Power Point and Outlook.
- A record of high efficiency and good humor under deadlines.

### **Desired Qualifications**

- A master's degree.

### **Salary Range and Benefits**

The salary for this position is \$7,584 to \$7,900 per month, depending upon qualifications and experience. Benefits include comprehensive health and insurance provisions, federal social

security and state retirement contributions, vacation and sick leave programs. This position is exempt from state civil service laws.

### **How to Apply**

*To be considered for this position, you must possess the required qualifications listed above and submit a complete application package, which **must** include the following:*

- 1. Letter of Application.** A letter of application which specifically addresses how your background qualifies you to perform the responsibilities described in this announcement.
- 2. Resume.** A current resume including work experience and education, including complete dates (month and year) and salary history.
- 3. References.** A list of names, current addresses, and current telephone numbers of three employment references.
- 4. Two writing samples.** Please provide two writing samples of your work. No co-authored documents, please.
- 5. Authorization to Release Information form.**
- 6. Affirmative Action form (optional).**

*Initial screening will be based solely on the information contained in your application. You should keep a copy of your application for your files.*

### **Submit your completed application materials to:**

Kerri McConnell  
Human Resource Representative  
Washington Higher Education Coordinating Board  
917 Lakeridge Way SW  
P.O. Box 43430  
Olympia, Washington 98504-3430

### **Application Closing Date**

This position will remain open until filled. Review of applications will begin on June 30, 2006. Applications may be mailed or delivered to the above address, or faxed to (360) 704-6257. They may also be submitted in electronic format to: [humanresources@hecb.wa.gov](mailto:humanresources@hecb.wa.gov), please type "Director of Public Relations" in the subject line. Please be aware that an authentic signature is still required on the information release form when submitting materials in electronic format.

*The Higher Education Coordinating Board is an equal opportunity/ affirmative action employer and is strongly committed to enhancing the diversity of its workforce. We will provide assistance in the recruitment, application and selection process to applicants with disabilities who request such assistance. Please contact us at (360)753-7802 as early as possible regarding any assistance you may require.*



## **AUTHORIZATION TO RELEASE INFORMATION**

As an applicant for a position with the Higher Education Coordinating Board, I am required to furnish information for use in determining my qualifications. In this connection, I hereby authorize the Higher Education Coordinating Board to make inquiries regarding my education, work experience and references, unless otherwise stated below. I hereby release all parties and persons associated with any such inquiries from liability in connection with information they give.

A photocopy of this release form will be valid as an original thereof, even though the said photograph does not contain an original writing of my signature.

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date



## Affirmative Action Data Sheet

Please complete and return this form with your employment application package.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Check the item that best describes how you heard about this position.

<input type="checkbox"/> Friend or neighbor	<input type="checkbox"/> HECB Job line/ Web site	<input type="checkbox"/> Newspaper or other publication*
<input type="checkbox"/> Department of Personnel		
<input type="checkbox"/> Other State Agency*	<input type="checkbox"/> Other	<input type="checkbox"/> An organization electronic notice*

\*Please specify web site, organization, newspaper, publication or "other" source here:

The Higher Education Coordinating Board is an equal opportunity employer. The Board's state-approved Affirmative Action Program seeks to ensure that employment opportunity information reaches all qualified potential candidates, including African Americans, American Indians/Alaskan Natives, Asians/Pacific Islanders, Caucasians, Hispanics, women, men, persons age 40 and over, persons with disabilities, disabled veterans, and Vietnam era veterans. To implement this program more successfully, the Board requests that you provide the following information. Submission of this statistical information is voluntary; failure to complete this portion of the form will not adversely affect your candidacy for employment.

*This information will be separated from your application and handled confidentially*

Please check any/all of the following that apply:

<input type="checkbox"/> Male	<input type="checkbox"/> African American/Black	<input type="checkbox"/> Vietnam Era Veteran
<input type="checkbox"/> Female	<input type="checkbox"/> Asian/Pacific Islander	(served 180 days or more between 2/28/61
<input type="checkbox"/> Age 40 or older	<input type="checkbox"/> Caucasian/White	and 5/7/75 and does not have a
<input type="checkbox"/> Person with a disability	<input type="checkbox"/> Hispanic/Latino	dishonorable discharge)
	<input type="checkbox"/> Native	<input type="checkbox"/> Special Disabled Veteran
	American/American	(30% or more disability)
	Indian/Alaska Native	